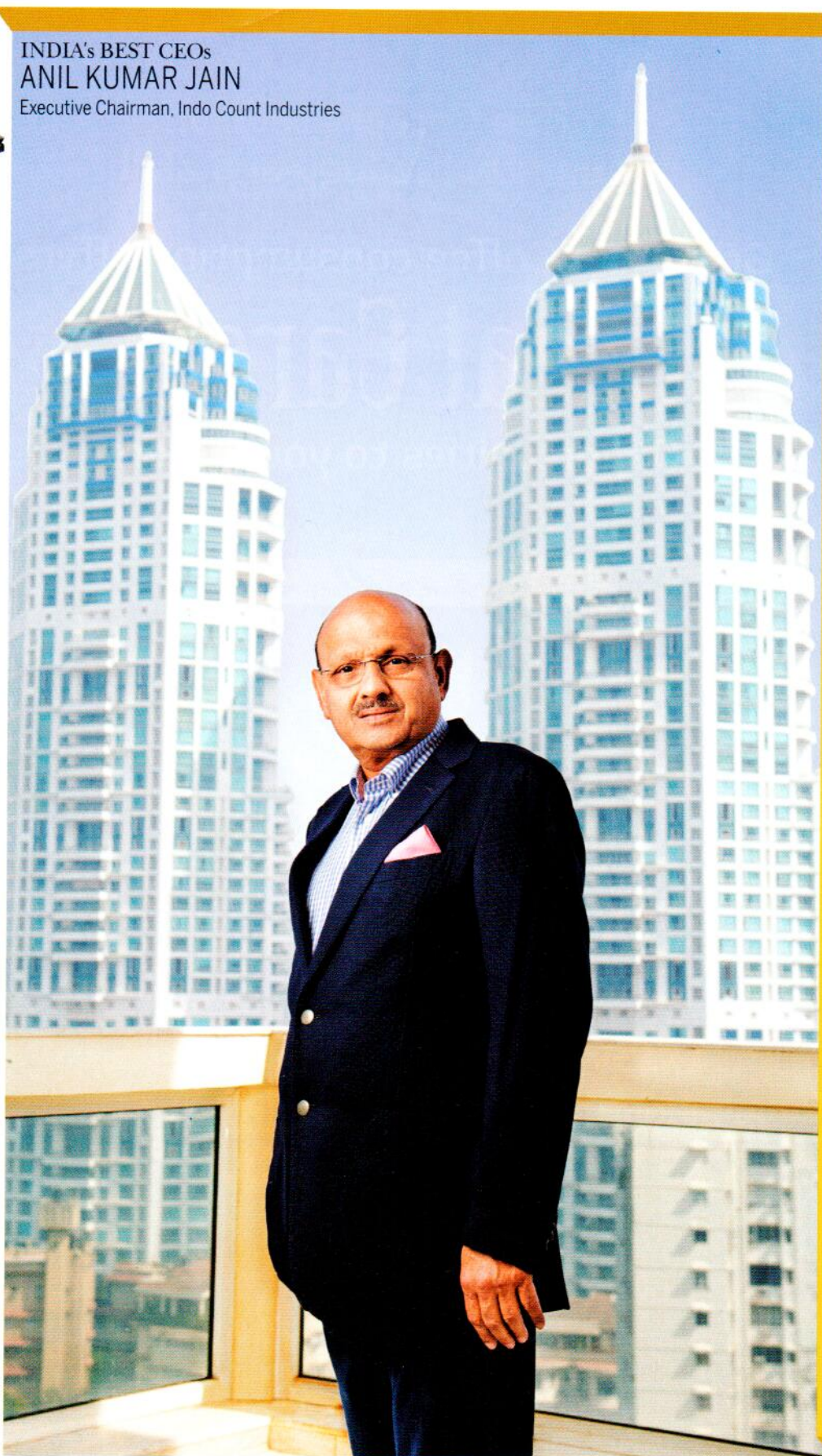




INDIA'S BEST CEOs
ANIL KUMAR JAIN

Executive Chairman, Indo Count Industries



RACHIT GOSWAMI

Business of Brands

After exporting bed linen for almost three decades, Anil Jain of Indo Count is now creating his own brands.

By AJITA SHASHIDHAR



If you have shopped at Walmart, Macy or JC Penny in the US, chances are that the bed linen you bought were manufactured at the ₹2,200-crore Indian textile major Indo Count's Kagal plant at Kolhapur in Maharashtra.

The manufacturing unit, which churns out 68 million metres of bed linen per year, ships over 90 per cent of those to retailers, big and small, across the US. "For every Black Friday sale, for instance, we ship 530,000 bedsheets to a large US retailer that are invariably sold in just two hours. We are one of the preferred suppliers of the retailer," says Anil Kumar Jain, the 63-year-old Executive Chairman of Indo Count. He started off as a cotton yarn manufacturer in 1991 after getting ousted from his family's beer business when the extended family parted ways.

Almost 49 per cent of the bed linen of the \$4.5-billion retail bed linen market in the US is imported from India. Out of that, 17 per cent of the bed linen are manufactured by Indo Count, claims Jain. The rest are by Welspun and Bombay Dyeing, among others.

Jain says that Indo Count is the most sought after supplier in the export market not just because of the impeccable quality it offers, but it also has a lot to do with his cotton yarn background. "Since the organisation came from a spinning background, most of our innovation started at the grassroot level. While our competitors were doing backward integration, we moved forward. Whenever we met customers, we were able to show differentiated products."

"We develop 18-20 products every year. We do a lot of consumer research studies, we interview our customers and then our product development team comes up with a tailor-made solution. Because of this, we have been able to grow the business faster than competition," says Mohit, Jain's son and the Managing Director of Indo Count, adding that despite being a company that manufactures for other brands, they

BEST CEO

(Textiles & Apparel)

TOTAL INCOME/3-YR CAGR
₹2,070.8 cr/ 21%

PBIT/ 3-YR CAGR
₹434.7 cr/ 75.4%

PAT/ 3-YR CAGR
₹250.7 cr/ 80.3%

3-YR AVERAGE TSR
428%

AVERAGE MCAP YOY GROWTH*
83.7%

ROE/ ROCE
58.2%/ 58.6%

CASH/ DEBT
₹19.4 cr/ ₹288.3 cr

NET PROFIT MARGIN
12.3%

*For Oct 2015-Sep 2016
Standalone data; Total Income, PBIT &
PAT net of extraordinary items; TSR: Total
shareholder returns; Source: ACE Equity

